

ADVERTISING AT HAL-CON

Technical Specifications Hal-Con - Sci-Fi, Fantasy & Gaming Convention October 26th - 28th, 2018

Convention Attendance:

An estimated 10,000+ people will visit the convention over the weekend.

Advertising Information

Program Purchase Deadline: September 9th, 2018

Artwork Deadline: September 25th, 2018 by 11:59pm AST

Convention Guide

Our convention guide will be distributed among the 10,000+ anticipated guests in attendance at the convention. For local businesses, this is a great opportunity to spread the word to a group of early adopting individuals with the disposable income to purchase your product.

- Back Cover – Full page colour* (1 available) Colour: **\$1000 + HST**
- Inside Cover – Full page colour* (2 available) Colour: **\$750 + HST**
- Full Page (5 available) Black & white: **\$350 + HST**
- Half Page (6 available) Black & white: **\$225 + HST**
- Quarter page (10 available) Black & White: **\$125 + HST**

Gaming Guide

We also offer the opportunity to purchase ad space in our Gaming Guide. This booklet will be distributed to between 800-1000 gamers, and offers you an inexpensive way to target an very exclusive market.

- Gaming Guide Full Page (2 available) Black and White: **\$100 + HST**
- Gaming Guide Half Page (2 available) Black and White: **\$75 + HST**
- Gaming Guide Quarter Page (4 available) Black and White: **\$50 + HST**

All prices listed in \$CAD.

Advertising Payment

Email ads@hal-con.com for inquires or to book your space. Once an ad has been accepted, payment can be made through your quickbooks invoice. Other arrangements can be made by emailing payments@hal-con.com.



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Accepted File Formats:

Artwork must be provided to Hal-Con in one of the following formats:

Illustrator AI/EPS - Images must be embedded in the file and all fonts must be outlined.

PDF – PDF/X-1a

JPG – High resolution JPEG images (minimum 300 DPI)

All files must be in CMYK format (Pantone colors must be converted).

We do not accept InDesign and Quark Xpress formats.

File Transfer Info:

Please submit your file by email (10 MB or less) or by a free file hosting website (10 MB and over).

Email (10 MB or less): Send to ads@hal-con.com

10 MB and over: Upload to Google Drive (drive.google.com) or Dropbox (dropbox.com) and supply us with the link.

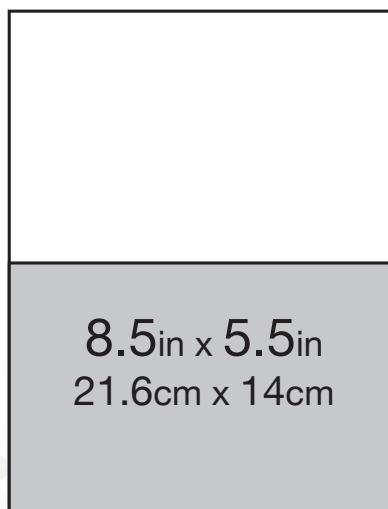
SAMPLE AD SIZES

Please note: Ad sizes may be adjusted slightly to fit within the convention guide material.

Full Page Ad



Half Page Ad



1/4 Page Ad

